

MARKETING RESEARCH DEPARTMENT REPORTMRD # : 80058**CONFIDENTIAL**DATED: October 17, 1980WRITTEN BY: Jerry IsaacsSUBJECT: Merit Ultra Lights Test Market SimulationCC: W. Cutler
R. Fitzmaurice
T. Keim
J. Morgan
R. Stirlen
J. ZolerOBJECTIVE

To evaluate trial and repeat potential for a Merit Ultra Lights King non-menthol cigarette, tipped in either white or cork, among smokers of Merit King non-menthol and other low tar king non-menthol cigarettes (15 mg. tar and less).

METHOD

Smokers of Merit King non-menthol (N=298) and smokers of other low-tar king non-menthol cigarettes (15 mg. tar or less - N=699) in Northern New Jersey, Chicago, and Phoenix, Arizona, were interviewed in shopping centers. They were shown a portfolio of eight low-tar ads. Half of them saw a Merit Ultra Lights ad with a white tip (Exhibit 1) the other half, Merit Ultra Lights with a cork tip (Exhibit 2). Reproductions of all ads are shown in the Appendix.

Respondents were then shown 5 shelves containing 33 packs of king size non-menthol cigarettes (including Merit King non-menthol and the new Merit Ultra Lights - Exhibit 3). Next they were offered a 25¢-off coupon for any one brand they wanted and then offered a similar second coupon for any other brand.

Finally, those who agreed to cooperate further were offered (free) two packs of Merit Ultra Lights to smoke under normal circumstances. Respondents who saw the white-tipped Merit Ultra Lights ad were given a white-tipped product, while the others received cork-tipped cigarettes.

A total of 784 follow-up phone interviews were completed, representing about 79% of those respondents who were willing to try the product, to get a measure of satisfaction and re-purchase intent. The package used in this simulation was a prototype of that planned for test market, while the cigarette formulation was the M-199 blend.

SUMMARY

Based on a weighting of the sample to properly reflect market shares, the percentage of king-size smokers in this test choosing Merit Ultra Lights as their first choice was 5.5% among smokers who saw the M.U.L. ad with a white tip, vs. 4.9% among smokers who saw it with a cork tip.

Judging by the standards of previous simulations, consumer interest in trying Merit Ultra Lights appears good. This would be equally true for a white or cork version of the product.

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As a single packing line extension Merit Ultra Lights will draw the bulk of its trial and ultimate share from Merit King non-menthol. While there are indications that use of the white-tipped version would result in a slightly higher trial rate, it also appears that this would be largely at the expense of the parent brand.

In this test 28% of the Merit King smokers chose Merit Ultra Lights off the shelf first (32% white, 23% cork). An additional 31% chose it second (28% white, 34% cork). Compared to previous line extension tests, the results represent a very high draw from the parent packing.

<u>Previous Line Extension Simulation</u>	<u>Among Smokers Of:</u>	<u>% 1st Choice Market Weighted</u>
Marlboro Lights 100's	Marlboro Lights King } and Marlboro 100's }	20.5
B&H 100's Lights	B&H 100's Non-Menthol } and Menthol }	25.8
Kent III King	Golden Lights } and Kent Kings }	28.1
Merit Ultra Lights - White Tipped	Merit King } Non-Menthol }	31.0
Merit Ultra Lights - Corked Tipped	Merit King } Non-Menthol }	23.1
Marlboro Lights Menthol Kings	Marlboro Menthol	43.0 (Small Base)
Marlboro Lights Box	Marlboro Lights } King }	43.2

In the follow-up interview, after smokers had the opportunity to smoke two packs of Merit Ultra Lights:

- The cork filter cigarette was consistently preferred over the white by Merit King smokers with respect to product characteristics.
- Among smokers of other low tars, the Merit Ultra Lights product fulfillment exceeded expectation. Although there was no clear preference between cork and white tipping, there was some directional leaning toward the white.
- Among Merit smokers, the M-199 cigarette formulation was found to be harsher than expectation. This confirmed earlier M.U.L. product research.

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Asked if they would smoke Merit Ultra Lights on a regular basis, smokers of Merit King again showed a preference for the cork version while smokers of other low tars leaned toward the white filter.

		Smoked Merit Ultra Lights With:					
		White Tip			Cork Tip		
		All	Merit	OLT	All	Merit	OLT
N =		392	121	271	392	115	277
		%	%	%	%	%	%
Definitely smoke them on a regular basis		10	17	7	9	19	5
Probably smoke them on a regular basis		28	30	27	29	37	26
Total		38	47	34	38	56	31

Acceptance of the sales offer also reflected these same preferences.

		Smoked Merit Ultra Lights With:					
		White Tip			Cork Tip		
		All	Merit	OLT	All	Merit	OLT
N =		392	121	271	392	115	277
		%	%	%	%	%	%
Accepted offer		23	27	21	21	35	16

FINDINGS

1. Choice For Trial

- Based on a weighting of the sample to properly reflect market shares, the percentage of smokers choosing Merit Ultra Lights first from the shelf is 5.5% among smokers who saw the M.U.L. ad with a White Tip versus 4.9% among smokers who saw it with a Cork Tip. (See Appendix for details)

		First Choice Of Merit Ultra Lights Saw M.U.L. Ad With	
		White Tip	Cork Tip
N =		496	499
		%	%
Among Smokers Of:			
Merit King Non-Menthol		31.8	23.1
Low-Tar Kings Non-Menthol		1.7	2.3
(Weighted) Total		5.5	4.9

The totals shown are weighted to reflect the proportion of Merit King smokers vs. Other Low Tar King smokers in the market place. The sample interviewed had, intentionally, a large percentage of Merit smokers (about 30%).

(Table 1)

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2. Comparison

Based on previous tests of this type the interest in trying Merit Ultra Lights appears to be good, especially among Merit King Non-Menthol smokers. This would be equally true for a cork or white-tipped version of the product. While there are indications that the white-tipped version would produce a slightly higher trial rate, it also appears that this would be largely at the expense of the parent brand. The figures clearly show that Merit Ultra Lights will draw much of its trial and ultimate share from Merit Kings non-menthol. Note that these figures indicate trial, not repeat purchase.

NOTE: Merit Ultra Lights King Non-Menthol only. Does not include any contribution from Merit Ultra Lights Menthol.

Previous Simulations	Tested Among Smokers Of:	% 1st Choice Market-Weighted %	Potential* Trial %
<u>Line Extensions</u>			
Marlboro Lights 100's	100's reg. & Marl. & Win. King Lights	5.5	1.3
B&H 100's Lights	100's reg. & men.	7.9	2.0
B&H Lights King	Kings reg. & men. & B&H	2.3	1.5
Kent III	Kings regular	4.3	1.8
Vantage Ultra Lights	Kings regular	3.5	1.5
Marlboro Lights Menthol	King menthols	3.0	0.5
MARLBORO LIGHTS BOX	Low Tar Kings, Marlboro Red Box, & Marlboro Lights King Soft Pack	5.1	1.3
Merit Ultra Lights (White Tipped)	Low Tar Kings & Merit Kings non-menthol	5.5	1.0 *
Merit Ultra Lights (Cork Tipped)	Low Tar Kings & Merit Kings Non-Menthol	4.9	0.9
<u>New Brands</u>			
Basic	Kings reg. & 100's	10.1	6.1
Cambridge (premium price)	Kings reg. & menthol	13.0	7.9
Vista	Kings regular	5.5	2.3
Triumph	Kings reg. & menthol	2.5	1.5
Aspen	Kings & 100's menthol	3.8	1.1
W.S. (Kings Only)	Kings Menthol	9.1	1.6

(Table 2)

* "% First Choice" times market share of the brand or type.

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3. Source Of Triers - 1st Choice

Most of those choosing Merit Ultra Lights first were drawn from the ranks of Merit smokers.

N =	Saw M.U.L. Ad With:			
	White Tip		Cork Tip	
	#	%	#	%
Those Who Chose M.U.L. First:	54	10.9	42	8.4
Current Smokers Of:	54=100%		42=100%	
- Merit King non-menthol	48	89	34	81
- Marlboro Lights	--	--	3	7
- Triumph	2	4	1	2
- Parliament Lights	1	2	2	6
- Camel Lights	1	2	--	--
- Kent	1	2	--	--
- Vantage	1	2	--	--
- Doral	--	--	1	2
- Golden Lights	--	--	1	2

(Table 3)

4. Source Of Triers - 2nd Choice

	Saw M.U.L. Ad With:			
	White Tip		Cork Tip	
	#	%	#	%
Those Who Chose M.U.L. Second:	43	9.7	50	10.9
Current Smokers Of:	43=100%		50=100%	
- Merit King non-menthol	22	51	29	58
- Marlboro Lights	8	19	6	12
- Parliament Lights	2	5	2	4
- Kent III	2	5	--	--
- True	2	5	2	4
- Triumph	1	2	--	--
- Camel Lights	1	2	1	2
- Golden Lights	1	2	--	--
- Cambridge Soft	1	2	--	--
- Raleigh Lights	1	2	--	--
- Tareyton Lights	1	2	--	--
- Winston Lights	1	2	2	4
- Kent	--	--	2	4
- Carlton Soft	--	--	1	2
- L & M Lights	--	--	1	2
- Now Soft	--	--	1	2
- Vantage Ultra Lights	--	--	1	2

(Tables 4 & 5)

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5. Demographics of Merit Ultra Lights Choosers

The smokers most inclined to choose Merit Ultra Lights first among current Merit King non-menthol smokers were consistent with the overall sample.

	Merit Smokers ('80 Tracking)	Smokers of Merit King Non-Menthol			
		Saw White Tip Ad		Saw Cork Tip Ad	
			Chose M.U.L. First		Chose M.U.L. First
		Interviewed	First	Interviewed	First
		%	%	%	%
Males	53	52	56	51	50
Females	47	48	44	49	50
18 - 34	57	64	67	72	74
35+	43	36	33	28	26
White	96	97	100	97	100

(Tables 6 & 7)

6. Reasons For Choosing Merit Ultra Lights - (Based on first and second choices)

The reasons given by Merit smokers for choosing M.U.L. indicate that the white tip, for them, is associated with (even) lower tar/nicotine deliveries - more so than the cork tip.

	Among Merit King Non-Menthol Smokers Saw M.U.L. Ad With	
	White Tip	Cork Tip
	N =	N =
• Merit is my regular brand	98 54	92 41
• Would like to try them	20	29
• Less tar/less nicotine than regular Merit	25	14
• To see what it tastes like	10	18
• Like the taste of Merit	11	16
• Like Merit cigarettes	3	13

	Among Other Low Tar King Non-Menthol Smokers Saw M.U.L. Ad With	
	White Tip	Cork Tip
	N =	N =
• Low in tar	28 32	29 20
• Low in tar and nicotine	4	14
• To see what it tastes like	18	7
• Because it's a light cigarette	14	17

(Table 8)

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7. Reasons For Not Choosing Merit Ultra Lights - (Based on first and second choices)

	Among Merit King Non-Menthol Smokers	
	Saw M.U.L. Ad With	
	White Tip	Cork Tip
N =	81	84
	%	%
• Have never tried them	24	27
• Have never heard of them	14	14
• Dislike Ultra Lights cigarettes	21	13
• Lights cigarettes are too light/prefer a stronger cigarette	14	12
• Lights cigarettes have no taste	11	14

	Among Other Low Tar King Non-Menthol Smokers	
	Saw M.U.L. Ad With	
	White Tip	Cork Tip
N =	318	324
	%	%
• Have never tried them	22	25
• Have tried Merit cigarettes and don't like them	14	12
• Prefer my regular brand	13	10
• Dislike the taste of Merit	10	7
• Have never heard of them	7	15

(Table 9)

8. Immediate Advertising Recall

Smokers of Merit Kings non-menthol, regardless of the ad seen, recalled the ad for Merit Ultra Lights best, or virtually tied for best, of the eight ads shown in the portfolio. Among smokers of other low tar brands the ad ranked 7th in both cases.

Saw Ad With	Among Smokers Of:			
	Merit		Other Low Tars	
	White Tip	Cork Tip	White Tip	Cork Tip
N =	151	147	346	353
	%	%	%	%
Ads Shown In Portfolio				
Merit Ultra Lights	83	82	46	41
Marlboro Lights	77	83	87	84
Winston Lights	66	63	64	61
Vantage Ultra Lights	63	65	68	65
True	47	48	57	53
Carlton	42	43	48	48
Kent III	39	46	51	50
Triumph	26	30	28	22

(Table 10)

9. Main Idea - Merit Ultra Lights

The ad is clearly communicating a consistent message to Merit smokers and other low tar smokers alike.

Saw Ad With	Among Smokers Of:			
	Merit		Other Low Tars	
	White Tip	Cork Tip	White Tip	Cork Tip
	%	%	%	%
• Low tar/lower tar	40	47	46	51
• Low tar and nicotine	15	11	15	15
• Ultra lights/extra light	11	9	10	12
• Mild	11	16	10	7
• 4 mg. tar	3	8	6	9

(Table 11)

To see the main ideas evoked by two other ads tested -

See Table 12 for Kent III
and Table 13 for Winston Lights

10. Attributes

In this study respondents were asked to rate their own brand on 14 different attributes and then to do the same for Merit Ultra Lights based upon what they knew about it without smoking it.

It is assumed that the ratings smokers gave to their own brand approximate the "ideal".

Therefore, differences from that "ideal" rating would indicate how the perceptions of Merit Ultra Lights differ from the ideal before smoking it.

In this test there were virtually no differences between the ratings of those smokers who saw the white filter versus those who saw the ad with cork filter. Among the two groups surveyed Merit Ultra Lights was perceived to differ from their regular brand as follows:

- - - - -Among Smokers Of: - - - - -

- | <u>Merit King Non-Menthol</u> | <u>Other Low Tar Kings Non-Menthol</u> |
|--|---|
| <ul style="list-style-type: none"> • Not as satisfying • Not as good tasting • Not having as rich a tobacco taste • Would have less taste • Lower quality | <ul style="list-style-type: none"> • Not as satisfying • Not as good tasting • Less likeable filter • Poorer quality • Not having as rich a tobacco taste • Would have less taste |

(Table 14)

(Table 15)

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11. Product Evaluation (after taking two packs home) (M-199 Blend)

In this study, respondents were asked to rate Merit Ultra Lights on 14 different attributes after smoking it. The attributes were exactly the same as the ones they had used at the mall when they rated their own brand and then Merit Ultra Lights, before smoking it.

It is assumed that a comparison of the ratings smokers gave Merit Ultra Lights before and after smoking it denotes differences in product expectation and fulfillment.

- In this light, among Merit regular smokers, M.U.L. with the cork filter consistently outperformed M.U.L. with a white filter.

	Before & After Rating Differences Among Merit Smokers	
	White	Cork
It has a rich tobacco taste	+ 0.5	+ 0.9
It has an easy draw	+ 0.4	+ 0.8
It's slow burning	+ 0.2	+ 0.8
It has too much taste	+ 0.5	+ 0.8
It's satisfying	+ 0.4	+ 0.5
It's a high quality cigarette	- 0.4	+ 0.3
Like the package very much	+ 0.1	+ 0.2
It has a good aroma	- 0.1	+ 0.2
Does not leave mouth and throat dry	- 0.2	+ 0.2
Like the filter very much	- 0.6	+ 0.2
Like the taste very much	- 0.4	- 0.1
It's low in tar and nicotine	- 0.1	- 0.1
It has a good aftertaste	- 0.5	- 0.3
Not at all harsh to throat	- 1.0	- 0.6

(Tables 16 & 17)

- Among smokers of other low tars M.U.L. product fulfillment exceeded expectation. Although there is not as clear a preference between cork and white tipping among this group there is some directional leaning toward the white.

	Before & After Rating Differences Among Other Low Tar Smokers	
	White	Cork
It has too much taste	+ 0.7	+ 0.5
It's satisfying	+ 0.7	+ 0.5
It has a rich tobacco taste	+ 0.6	+ 0.2
It has an easy draw	+ 0.5	+ 0.7
Like the package very much	+ 0.5	+ 0.5
It has a good aroma	+ 0.4	+ 0.6
Like the taste very much	+ 0.4	- 0.1
It's a high quality cigarette	+ 0.3	+ 0.2
It's low in tar and nicotine	+ 0.2	+ 0.3
It has a good aftertaste	+ 0.2	--
It's slow burning	+ 0.2	+ 0.1
Like the filter very much	+ 0.1	+ 0.1
Does not leave mouth and throat dry	- 0.1	- 0.3
Not at all harsh to throat	- 0.2	--

(TABLES 16 & 18)

- Asked what they liked about the Merit Ultra Lights cigarettes, respondents indicated:

	Among Smokers Of:			
	Merit		Other Low Tars	
	White Tip	Cork Tip	White Tip	Cork Tip
	%	%	%	%
Low tar and nicotine	29	24	17	25
Good taste	12	17	13	15
Good taste for a low tar	11	10	7	5
Easy to draw	10	10	13	11

(Table 21)

- Asked what they disliked about the Merit Ultra Lights cigarettes, respondents indicated:

	Among Smokers Of:			
	Merit		Other Low Tars	
	White Tip	Cork Tip	White Tip	Cork Tip
	%	%	%	%
Burns too fast	16	16	12	12
Irritates throat/mouth	12	13	13	16
Weak tasting	10	10	8	7
Too strong/harsh	7	16	13	13

(Table 22)

12. Comparison: Merit Ultra Lights Vs. Regular Brand

- When asked how Merit Ultra Lights compared to their regular brand, 60% of the Merit respondents who had smoked M.U.L. with a cork filter indicated it was about the same as or better than their regular brand. They were less favorable towards the white tip version. Conversely, among other low tar smokers there was a slight leaning toward the white.

	Among Smokers Of:			
	Merit		Other Low Tars	
	White Tip	Cork Tip	White Tip	Cork Tip
N =	121	115	271	277
	%	%	%	%
A lot better	9	9	5	4
Somewhat better	17	22	11	7
About the same	20	29	26	25
Total	46	60	42	36
Somewhat worse	38	26	35	37
A lot worse	16	14	23	28

(Table 23)

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13. Switching Intention

- Having had a chance to smoke two packs, respondents were asked if they would smoke Merit Ultra Lights on regular basis. The results confirm the earlier findings - that among Merit smokers there appears to be a preference toward the cork filter. Among other low tar smokers there is a leaning toward the white.

		Among Smokers Of:			
		Merit		Other Low Tars	
		White Tip	Cork Tip	White Tip	Cork Tip
N =		121	115	271	277
		%	%	%	%
Definitely smoke them on a regular basis		17	19	7	5
Probably smoke them on a regular basis		30	37	27	26
Total		47	56	34	31

(Table 26)

14. Repurchase Intent

- Asked if they would be interested in buying a carton of Merit Ultra Lights at the going price of \$6.45 in New Jersey, \$6.03 in Chicago and \$5.34 in Phoenix, smokers replied as follows:

		Among Smokers Of:			
		Merit		Other Low Tars	
		White Tip	Cork Tip	White Tip	Cork Tip
N =		121	115	271	277
		%	%	%	%
Would buy		27	35	21	16

Again there is a more favorable reaction among the Merit smokers toward the cork filter and a leaning toward the white by other low tar smokers.

(Table 29)

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FIRST CHOICE OF MERIT ULTRA LIGHTS
BY TYPE OF CIGARETTE SMOKED

SMOKERS WHO SAW MERIT ULTRA LIGHTS AD WITH
- WHITE TIP -

<u>Smokers Of:</u>	<u>Smokers</u>	<u>Selected Merit</u>	
	<u>Interviewed</u>	<u>Ultra Lights First</u>	
	#	#	%
Merit King Non-Menthol	151	48	31.8
Low-Tar Kings Non-Menthol	345	6	1.7
	496	54	5.5 *

SMOKERS WHO SAW MERIT ULTRA LIGHTS AD WITH
- CORK TIP -

<u>Smokers Of:</u>	<u>Smokers</u>	<u>Selected Merit</u>	
	<u>Interviewed</u>	<u>Ultra Lights First</u>	
	#	#	%
Merit King Non-Menthol	147	34	23.1
Low-Tar Kings Non-Menthol	352	8	2.3
	499	42	4.9 *

* Weighted Total

FROM: Now here is a shelf with a variety of cigarette packs. As a "thank you" for your cooperation I'd like to give you a coupon which you could use in any store, worth 25¢ off the price of any brand you see here. Which one brand would you like?

TABLE 1

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CURRENT BRAND OF THOSE WHO SELECTED
MERIT ULTRA LIGHTS FIRST

SMOKERS WHO SAW MERIT ULTRA LIGHTS AD WITH
- WHITE TIP -

<u>Current Brand</u>	<u>Number In Sample</u>	<u># Selecting Merit Ultra Lights First</u>
N =	496	54
	#	#
Merit King Non-Menthol	151	48
Triumph	8	2
Camel Lights	23	1
Kent	28	1
Parliament Lights	27	1
Vantage	17	1

SMOKERS WHO SAW MERIT ULTRA LIGHTS AD WITH
- CORK TIP -

<u>Current Brand</u>	<u>Number In Sample</u>	<u># Selecting Merit Ultra Lights First</u>
N =	499	42
	#	#
Merit King Non-Menthol	147	34
Marlboro Lights	98	3
Parliament Lights	25	2
Doral	8	1
Golden Lights	13	1
Triumph	5	1

FROM: Now here is shelf with a variety of cigarette packs. As a "thank you" for your cooperation I'd like to give you a coupon which you could use in any store, worth 25¢ off the price of any brand you see here. Which one brand would you like?

TABLE 3

CURRENT BRAND OF THOSE WHO SELECTED
MERIT ULTRA LIGHTS SECOND

SAW MERIT ULTRA LIGHTS AD WITH
- WHITE TIP -

<u>Current Brand</u>	<u>Number In Sample</u>	<u># Selecting Merit Ultra Lights Second</u>
N =	442	43
	#	#
Merit King Non-Menthol	103	22
Marlboro Lights	96	8
True	16	2
Kent III	14	2
Parliament Lights	26	2
Cambridge Soft	2	1
Camel Lights	22	1
Golden Lights	11	1
Raleigh Lights	3	1
Tareyton Lights	7	1
Triumph	6	1
Winston Lights	46	1

FROM: Now here is shelf with a variety of cigarette packs. As a "thank you" for your cooperation I'd like to give you a coupon which you could use in any store, worth 25¢ off the price of any brand you see here. Which one brand would you like?

(REMOVE THAT BRAND FROM THE SHELF AND THEN SAY) Now I can offer you a 25¢ coupon for anything else here. Which one would you like.

TABLE 4

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CURRENT BRAND OF THOSE WHO SELECTED
MERIT ULTRA LIGHTS SECOND

SAW MERIT ULTRA LIGHTS AD WITH
- CORK TIP -

<u>Current Brand</u>	<u>Number In Sample</u>	<u># Selecting Merit Ultra Lights Second</u>
N =	457	50
	#	#
Merit King Non-Menthol	113	29
Marlboro Lights	95	6
Doral	7	2
Kent	23	2
Parliament Lights	23	2
True	18	2
Winston Lights	39	2
Camel Lights	30	1
Carlton Soft	15	1
L & M Lights	4	1
Now Soft	7	1
Vantage Ultra Lights	4	1

FROM: Now here is a shelf with a variety of cigarette packs. As a "thank you" for your cooperation I'd like to give you a coupon which you could use in any store, worth 25¢ off the price of any brand you see here. Which one brand would you like?

(REMOVE THAT BRAND FROM THE SHELF AND THEN SAY) Now I can offer you a 25¢ coupon for anything else here. Which one would you like.

TABLE 5

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WHO CHOSE MERIT ULTRA LIGHTS
(Among Merit Smokers)

	Merit Smokers Shown White Tip Ad				Merit Smokers Shown Cork Tip Ad			
	Smokers Interviewed	Chose Merit Ultra Lights		At All	Smokers Interviewed	Chose Merit Ultra Lights		At All
N =	151	48	22	70	147	34	29	63
	%	%	%	%	%	%	%	%
<u>Sex</u>								
Male	52	56	50	54	51	50	48	49
Female	48	44	50	46	49	50	52	51
<u>Age</u>								
18 - 34	64	67	59	64	72	74	69	71
35+	36	33	41	36	28	26	31	29
<u>Age By Sex</u>								
<u>Male</u>								
18 - 34	34	40	27	36	39	38	34	37
35+	18	17	23	19	12	12	14	13
<u>Female</u>								
18 - 34	29	27	32	29	33	35	34	35
35+	19	17	18	17	16	15	17	16
<u>Race</u>								
White	97	100	100	100	97	100	97	98
Black	3	--	--	--	1	--	3	2

READ: In the Merit smokers group shown the white tip ad 52% were male and 48% female.
Among those choosing Merit Ultra Lights first, 56% were male and 44% female.

FROM: Now here are some shelves with a variety of cigarette packs. As a way of saying "thank you for your cooperation" I'd like to give you a coupon which you could use in any store worth 25¢ off the price of any brand you see here. Which one brand would you like?

(REMOVE THAT BRAND FROM SHELF)

Now I can also offer you another 25¢ coupon that you can use for any other brand that you see here, which one would you like?

TABLE 6

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WHO CHOSE MERIT ULTRA LIGHTS
(Among Other Low Tar Smokers)

	Other Low Tar Smokers Shown White Tip Ad				Other Low Tar Smokers Shown Cork Tip Ad			
	Smokers Interviewed	Chose Merit Ultra Lights			Smokers Interviewed	Chose Merit Ultra Lights		
		First	Second	At All		First	Second	At All
N =	346	6	21	27	353	8	21	29
	%	#	#	#	%	#	#	#
<u>Sex</u>								
Male	52	3	10	13	50	5	8	13
Female	48	3	11	14	50	3	13	16
<u>Age</u>								
18 - 34	49	2	14	16	47	5	12	17
35+	51	4	7	11	53	3	9	12
<u>Age By Sex</u>								
<u>Male</u>								
18 - 34	26	2	6	8	25	3	4	7
35+	26	1	4	5	26	2	4	6
<u>Female</u>								
18 - 34	23	--	8	8	22	2	8	10
35+	25	3	3	6	27	1	5	6
<u>Race</u>								
White	98	6	21	27	95	8	21	29
Black	2	--	--	--	3	--	--	--

READ: In the Other Low Tar smokers group shown the white tip ad 52% were male and 48% female. Among those choosing Merit Ultra Lights first, 3 were male and 3 female.

FROM: Now here are some shelves with a variety of cigarette packs. As a way of saying "thank you for your cooperation" I'd like to give you a coupon which you could use in any store worth 25¢ off the price of any brand you see here. Which one would you like?

(REMOVE THAT BRAND FROM SHELF)

Now I can also offer you another 25¢ coupon that you can use for any other brand that you see here, which one would you like?

TABLE 7

REASONS FOR SELECTING MERIT ULTRA LIGHTS
EITHER FIRST OR SECOND
(From The Shelves)

	Saw Merit Ultra Lights Ad With					
	---White Tip---			---Cork Tip----		
	Smokers Of			Smokers Of		
N =	All	Merit	OLT	All	Merit	OLT
	98	70	28	92	63	29
	%	%	%	%	%	%
<u>Tar/Nicotine Mentions (Net)</u>	42	39	50	33	30	38
Low in tar	12	4	32	16	14	20
Less tar/less than regular Merit	12	14	7	8	11	3
Lower in tar & nicotine than regular Merit	8	11	--	2	3	--
Low in tar and nicotine	4	4	4	5	2	14
<u>Taste Mentions (Net)</u>	35	39	25	32	35	24
To see what it tastes like	12	10	18	9	18	7
Like the taste of Merit	8	11	--	13	16	7
Good tasting cigarette with low tar	9	11	4	6	5	10
<u>Light Mentions (Net)</u>	14	13	18	12	8	21
Because its a light cigarette	7	4	14	8	3	17
Would be lighter than regular Merit	5	7	-	3	3	3
<u>Miscellaneous</u>						
Merit is my regular brand	39	54	--	28	41	--
Would like to try them	15	20	4	26	29	21
Like the package	8	7	11	5	2	14
It's a new cigarette	7	9	4	6	6	7
Like Merit cigarettes	5	3	10	10	13	4

FROM: I notice that one of the brands you said you'd like to buy was Merit Ultra Lights. What is there about that brand that makes you want to buy it? Anything else?

TABLE 8

1002916937

REASONS FOR NOT CHOOSING MERIT ULTRA LIGHTS
EITHER FIRST OR SECOND
(From The Shelves)

	Saw Merit Ultra Lights Ad With					
	- White Tip -			- Cork Tip -		
	Smokers Of:			Smokers Of:		
N =	All	Merit	OLT	All	Merit	OLT
	399	81	318	408	84	324
	%	%	%	%	%	%
<u>Lights Mentions (Net)</u>	<u>19</u>	<u>42</u>	<u>13</u>	<u>22</u>	<u>37</u>	<u>18</u>
Dislike Ultra Lights cigarettes	7	21	4	7	13	5
Lights cigarettes are too light/ prefer a stronger cigarette	6	14	5	7	12	6
Lights cigarettes have no taste	5	11	3	10	14	9
Merit cigarette are too light	4	5	4	1	--	1
<u>Taste Mentions (Net)</u>	<u>15</u>	<u>3</u>	<u>18</u>	<u>12</u>	<u>5</u>	<u>14</u>
Dislike the taste of Merit	8	1	10	6	--	7
Merit cigarettes have no taste	5	--	4	2	--	3
<u>Other Product Qualities (Net)</u>	<u>10</u>	<u>6</u>	<u>11</u>	<u>4</u>	<u>2</u>	<u>4</u>
Merit cigarettes are like smoking air	4	1	4	1	--	1
Merit cigarettes are hard to draw	2	--	2	1	--	1
<u>Miscellaneous</u>						
Have never tried them	22	24	22	26	27	25
Prefer my regular brand	12	10	13	10	13	10
Have tried Merit cigarettes and don't like them	11	1	14	9	--	12
Have never heard of them	8	14	7	15	14	15
Like other brands better	6	7	6	10	10	10
Didn't notice them	3	5	2	5	8	5

FROM: I notice that you didn't mention Merit Ultra Lights as one of the brands you'd want to buy. What is there about the brand that caused you not to select it? Anything else?

1002916938

TABLE 9

ADVERTISING
IMMEDIATE RECALL

<u>Ads Shown In This Test</u>	<u>Merit Smokers</u>	<u>Other Low Tar King Smokers</u>
<u>Shown M.U.L. Ad With-White Tip</u>		
N =	151	346
	%	%
Merit Ultra Lights (White Tip)	83	46
Marlboro Lights	77	87
Winston Lights	66	64
Vantage Ultra Lights	63	68
True	47	57
Carlton	42	48
Kent III	39	51
Triumph	26	28
<u>Shown M.U.L. Ad With-Cork Tip</u>		
N =	147	353
	%	%
Marlboro Lights	83	84
Merit Ultra Lights (Cork Tip)	82	41
Vantage Ultra Lights	65	65
Winston Lights	63	61
True	48	53
Kent III	46	50
Carlton	43	48
Triumph	30	22

FROM: Which brands do you remember seeing ads for? (PROBE) What others do you remember seeing?

1002916939

TABLE 10

MAIN IDEA COMMUNICATED BY AD FOR MERIT ULTRA LIGHTS
(While Looking At Ad)

	Saw Merit Ultra Lights Ad With					
	----White Tip----			----Cork Tip----		
	Smokers Of			Smokers Of		
	All	Merit	OLT	All	Merit	OLT
N =	497	151	346	500	147	353
	%	%	%	%	%	%
<u>Tar/Nicotine (Net)</u>	75	76	75	79	74	80
Low tar/lower tar	45	40	46	50	47	51
Low tar & nicotine	15	15	15	14	11	15
4 mg. tar	5	3	6	9	8	9
Lower in tar than any other Merit	3	7	2	3	5	2
Ultra low tar	3	4	2	1	7	1
Less tar	3	4	2	1	1	1
<u>Light/Strength Mentions (Net)</u>	27	30	26	30	33	28
Ultra light/extra light	10	11	10	11	9	12
Mild	10	11	10	10	16	7
It's a light cigarette	3	2	4	5	5	4
Lighter than other Merits	3	6	2	2	3	2
<u>Product Qualities Mentions (Net)</u>	14	9	16	13	10	14
Available in regular and menthol	9	5	10	8	7	8
Better for your health	2	1	3	3	1	3
<u>Taste Mentions (Net)</u>	7	5	8	8	12	6
Good taste in low tar cigarette	2	3	2	3	5	2
<u>Miscellaneous</u>						
It's new	22	31	18	16	23	13

FROM: Again in your own words, what do you think is the main idea this ad is trying to get across about Merit Ultra Lights? And what else?

TABLE 11

1002916940

MAIN IDEA COMMUNICATED BY AD FOR KENT III
(While Looking At Ad)

	Saw Merit Ultra Lights Ad With					
	---White Tip---			---Cork Tip----		
	Smokers Of			Smokers Of		
	All	Merit	OLT	All	Merit	OLT
N =	497	151	346	500	147	353
	%	%	%	%	%	%
<u>Taste Mentions (Net)</u>	63	61	63	63	67	61
Good taste even though low in tar/tar and nicotine	19	22	18	24	31	21
Good taste	13	10	15	12	9	13
The taste	12	13	12	10	10	10
Experience the taste	4	3	5	4	3	4
Satisfying taste	9	10	8	9	10	8
Unique taste	3	2	4	2	1	3
<u>Tar/Nicotine Mentions (Net)</u>	48	42	50	54	49	56
Low in tar/lower in tar	28	23	30	30	31	30
Lower in tar and nicotine	17	17	17	19	14	20
3 mgs. tar	3	3	3	7	7	7
<u>Miscellaneous</u>						
It's a long cigarette	4	3	5	4	3	4
It's a light cigarette	4	3	4	3	3	4
Try it/buy it	18	17	18	12	14	12
Experience it	4	3	5	4	2	4
It's new	4	5	4	5	10	3

FROM: In your own words, what do you think is the main idea this ad is trying to get across about Kent III? And what else?

TABLE 12

1002916941

MAIN IDEA COMMUNICATED BY AD FOR WINSTON LIGHTS
(While Looking At Ad)

	Saw Merit Ultra Lights Ad With					
	---White Tip---			---Cork Tip---		
	Smokers Of			Smokers Of		
N =	All	Merit	OLT	All	Merit	OLT
	497	151	346	500	147	353
	%	%	%	%	%	%
<u>Taste Mentions (Net)</u>	56	54	58	61	58	62
Good taste even though low in tar	22	18	24	22	25	20
Didn't compromise on taste to get low tar	14	13	14	14	15	13
Great taste/good taste	11	8	12	9	6	10
Good taste even they are light	3	3	4	4	5	3
<u>Tar/Nicotine Mentions (Net)</u>	18	18	19	21	14	24
Low in tar	12	12	13	13	9	14
Low in tar and nicotine	4	3	5	5	3	6
<u>Other Product Qualities Mentions (Net)</u>	13	13	13	11	13	10
Refreshing cigarette	7	6	8	6	8	4
A cool cigarette	3	3	3	5	8	3
A light cigarette	6	7	6	9	10	8
<u>Miscellaneous</u>						
It's a man's cigarette/macho	13	14	13	12	12	12
Sailors smoke them/people on boats	11	13	10	9	15	7
For outdoor/active people	5	7	5	6	9	5
For rugged/tough people	5	6	5	4	5	4

FROM: Again in your own words, what do you think is the main idea this ad is trying to get across about Winston Lights? And what else?

TABLE 13

1002916942

AVERAGE RATINGS ON PRODUCT ATTRIBUTES
(Judgements Before Trying)

Among Merit Smokers

	Saw Merit Ultra Lights			Ad With		
	White Tip			Cork Tip		
	Merit Ultra Lights	Merit	M.U.L. vs. Merit	Merit Ultra Lights	Merit	M.U.L. vs. Merit
Satisfying (7)						
Not satisfying (1)	4.1	6.0	- 1.9	3.9	5.9	- 2.0
Like the taste very much (7)	--					
Didn't like the taste (1)	4.3	6.1	- 1.8	4.2	6.1	- 1.9
A rich tobacco taste (7)						
Not a rich tobacco taste (1)	3.6	5.0	- 1.4	3.4	5.0	- 1.6
Too much taste (7)						
No taste at all (1)	3.3	4.3	- 1.0	3.1	4.3	- 1.2
Like filter very much (7)						
Don't like filter at all (1)	5.2	6.0	- 0.8	4.9	5.8	- 0.9
High quality cigarette (7)						
Low quality cigarette (1)	5.0	5.8	- 0.8	4.4	5.5	- 1.1
Good aroma (7)						
Bad aroma (1)	4.8	5.3	- 0.5	4.7	5.1	- 0.4
Easy draw (7)						
Hard draw (1)	4.4	4.9	- 0.5	4.2	4.9	- 0.7
Slow burning (7)						
Fast burning (1)	3.5	4.0	- 0.5	3.5	4.0	- 0.5
Not at all harsh to throat (7)						
Extremely harsh to throat (1)	5.6	5.9	- 0.3	5.5	5.8	- 0.3
Like package very much (7)						
Don't like the package (1)	5.2	5.4	- 0.2	5.1	5.3	- 0.2
Good aftertaste (7)						
Bad aftertaste (1)	5.0	5.0	--	4.7	4.9	- 0.2
Does not leave mouth & throat dry (7)						
Leaves mouth & throat dry (1)	4.7	4.7	--	4.7	4.6	+ 0.1
Low in tar and nicotine (7)						
High in tar and nicotine (1)	6.2	5.4	+ 0.8	6.0	5.2	+ 0.8

FROM: Based on everything you know about Merit Ultra Lights, what do you think Merit Ultra Lights would be like. Please circle the number on each line that shows how you feel about Merit Ultra Lights.

TABLE 14

AVERAGE RATINGS ON PRODUCT ATTRIBUTES
(Judgements Before Trying)

Among Other Low Tar King Smokers

	Saw Merit Ultra Lights Ad With					
	White Tip			Cork Tip		
	Merit Ultra Lights	M.U.L. vs. OLT		Merit Ultra Lights	M.U.L. vs. OLT	
Satisfying (7) Not satisfying (1)	3.1	6.0 - 2.9		3.2	5.8 - 2.6	
Like the taste very much (7) Didn't like the taste (1)	3.2	5.9 - 2.7		3.3	5.9 - 2.6	
Like filter very much (7) Don't like filter at all (1)	4.2	5.9 - 1.7		4.2	5.9 - 1.7	
High quality cigarette (7) Low quality cigarette (1)	4.0	5.7 - 1.7		3.9	5.5 - 1.6	
A rich tobacco taste (7) Not a rich tobacco taste (1)	3.3	4.9 - 1.6		3.2	4.8 - 1.6	
Too much taste (7) No taste at all (1)	2.9	4.3 - 1.4		3.1	4.3 - 1.2	
Not at all harsh to throat (7) Extremely harsh to throat (1)	4.7	5.6 - 0.9		4.3	5.6 - 1.3	
Like package very much (7) Don't like the package (1)	4.3	5.2 - 0.9		4.3	5.2 - 0.9	
Good aftertaste (7) Bad aftertaste (1)	4.0	4.8 - 0.8		3.9	5.0 - 1.1	
Good aroma (7) Bad aroma (1)	4.3	5.0 - 0.7		4.0	5.0 - 1.0	
Easy draw (7) Hard draw (1)	4.2	4.7 - 0.5		4.1	4.8 - 0.7	
Slow burning (7) Fast burning (1)	3.5	3.8 - 0.3		3.5	3.8 - 0.3	
Does not leave mouth & throat dry (7) Leaves mouth & throat dry (1)	4.4	4.5 - 0.1		4.3	4.6 - 0.3	
Low in tar and nicotine (7) High in tar and nicotine (1)	5.7	5.0 + 0.7		5.4	5.0 + 0.4	

FROM: Based on everything you know about Merit Ultra Lights, what do you think Merit Ultra Lights would be like. Please circle the number on each line that shows how you feel about Merit Ultra Lights.

MERIT ULTRA LIGHTS
SUMMARY TABLE

Rating Differences On Product Attributes
After Having Smoked Merit Ultra Lights

	Among Smokers Of:			
	Merit Smokers		Other Low Tar	
	White Tip	Cork Tip	White Tip	Cork Tip
A rich tobacco taste (7)				
Not a rich tobacco taste (1)	+ 0.5	+ 0.9	+ 0.6	+ 0.2
Too much taste (7)				
No taste at all (1)	+ 0.5	+ 0.8	+ 0.7	+ 0.5
Easy draw (7)				
Hard draw (1)	+ 0.4	+ 0.8	+ 0.5	+ 0.7
Satisfying (7)				
Not satisfying (1)	+ 0.4	+ 0.5	+ 0.7	+ 0.5
Slow burning (7)				
Fast burning (1)	+ 0.2	+ 0.8	+ 0.2	+ 0.1
Like package very much (7)				
Don't like the package (1)	+ 0.1	+ 0.2	+ 0.5	+ 0.5
Good aroma (7)				
Bad aroma (1)	- 0.1	+ 0.2	+ 0.4	+ 0.6
Low in tar and nicotine (7)				
High in tar and nicotine (1)	- 0.1	- 0.1	+ 0.2	+ 0.3
Does not leave mouth & throat dry (7)				
Leaves mouth & throat dry (1)	- 0.2	+ 0.2	- 0.1	- 0.3
Like the taste very much (7)				
Didn't like the taste (1)	- 0.4	- 0.1	+ 0.4	- 0.1
High quality cigarette (7)				
Low quality cigarette (1)	- 0.4	+ 0.3	+ 0.3	+ 0.2
Good aftertaste (7)				
Bad aftertaste (1)	- 0.5	- 0.3	+ 0.2	--
Like filter very much (7)				
Don't like filter at all (1)	- 0.6	+ 0.2	+ 0.1	+ 0.1
Not at all harsh to throat (7)				
Extremely harsh to throat (1)	- 1.0	- 0.6	- 0.2	--

1002916945

TABLE 16

MERIT ULTRA LIGHTS

AVERAGE RATINGS ON PRODUCT ATTRIBUTES
(Judgements Before And After Trying)

Among Merit Smokers

	Saw And Smoked Merit Ultra Lights With:					
	White Tip			Cork Tip		
	M.U.L. Before Trying	M.U.L. After Trying	M.U.L. Before vs. After	M.U.L. Before Trying	M.U.L. After Trying	M.U.L. Before vs. After
A rich tobacco taste (7)						
Not a rich tobacco taste (1)	3.6	4.1	+ 0.5	3.4	4.3	+ 0.9
Too much taste (7)						
No taste at all (1)	3.3	3.8	+ 0.5	3.2	4.0	+ 0.8
Easy draw (7)						
Hard draw (1)	4.4	4.8	+ 0.4	4.3	5.1	+ 0.8
Satisfying (7)						
Not satisfying (1)	4.0	4.4	+ 0.4	4.0	4.5	+ 0.5
Slow burning (7)						
Fast burning (1)	3.5	3.7	+ 0.2	3.4	3.8	+ 0.8
Like package very much (7)						
Don't like the package (1)	5.2	5.3	+ 0.1	5.0	5.2	+ 0.2
Good aroma (7)						
Bad aroma (1)	4.9	4.8	- 0.1	4.7	4.9	+ 0.2
Low in tar and nicotine (7)						
High in tar and nicotine (1)	6.1	6.0	- 0.1	6.0	5.9	- 0.1
Does not leave mouth & throat dry (7)						
Leaves mouth & throat dry (1)	4.6	4.4	- 0.2	4.7	4.5	+ 0.2
Like the taste very much (7)						
Didn't like the taste (1)	4.3	3.9	- 0.4	4.3	4.2	- 0.1
High quality cigarette (7)						
Low quality cigarette (1)	5.0	4.6	- 0.4	4.4	4.7	+ 0.3
Good aftertaste (7)						
Bad aftertaste (1)	5.0	4.5	- 0.5	4.8	4.5	0.3
Like filter very much (7)						
Don't like filter at all (1)	5.2	4.6	- 0.6	5.0	5.2	0.2
Not at all harsh to throat (7)						
Extremely harsh to throat (1)	5.6	4.6	- 1.0	5.6	5.0	0.6
OVERALL						
Liked them very much (7)						
Didn't like them at all (1)	NA	4.1		NA	4.5	

TABLE 17

MERIT ULTRA LIGHTS

AVERAGE RATINGS ON PRODUCT ATTRIBUTES
(Judgements before And After Trying)

Among Other Low Tar Smokers

	Saw And Smoked Merit Ultra Lights With:					
	White Tip			Cork Tip		
	M.U.L. Before Trying	M.U.L. After Trying	M.U.L. Before vs. After	M.U.L. Before Trying	M.U.L. After Trying	M.U.L. Before vs. After
Satisfying (7)						
Not satisfying (1)	3.2	3.9	+ 0.7	3.3	3.8	+ 0.5
Too much taste (7)						
No taste at all (1)	3.0	3.7	+ 0.7	3.2	3.7	+ 0.5
A rich tobacco taste (7)						
Not a rich tobacco taste (1)	3.2	3.8	+ 0.6	3.4	3.6	+ 0.2
Like package very much (7)						
Don't like the package (1)	4.4	4.9	+ 0.5	4.4	4.9	+ 0.5
Easy draw (7)						
Hard draw (1)	4.2	4.7	+ 0.5	4.0	4.7	+ 0.7
Like the taste very much (7)						
Didn't like the taste (1)	3.2	3.6	+ 0.4	3.4	3.3	- 0.1
Good aroma (7)						
Bad aroma (1)	4.3	4.7	+ 0.4	4.1	4.7	+ 0.6
High quality cigarette (7)						
Low quality cigarette (1)	4.1	4.4	+ 0.3	4.0	4.2	+ 0.2
Good aftertaste (7)						
Bad aftertaste (1)	4.0	4.2	+ 0.2	3.9	4.1	--
Slow burning (7)						
Fast burning (1)	3.5	3.7	+ 0.2	3.6	3.7	+ 0.1
Low in tar and nicotine (7)						
High in tar and nicotine (1)	5.8	6.0	+ 0.2	5.4	5.7	+ 0.3
Like filter very much (7)						
Don't like filter at all (1)	4.3	4.4	+ 0.1	4.2	4.3	+ 0.1
Does not leave mouth & throat dry (7)						
Leaves mouth & throat dry (1)	4.5	4.4	- 0.1	4.3	4.0	- 0.3
Not at all harsh to throat (7)						
Extremely harsh to throat (1)	4.8	4.6	- 0.2	4.5	4.5	--
OVERALL						
Like them very much (7)						
Didn't like them at all (1)	NA	3.8		NA	3.5	

1002916947

TABLE 18

MERIT ULTRA LIGHTS

AVERAGE RATINGS ON PRODUCT ATTRIBUTES
(Judgements After Trying Vs. Merit)
Among Merit Smokers

	Saw And Smoked Merit Ultra Lights With:					
	White Tip			Cork Tip		
	M.U.L. After Trying	Merit	M.U.L. vs. Merit	M.U.L. After Trying	Merit	M.U.L. vs. Merit
Low in tar and nicotine (7)						
High in tar and nicotine (1)	6.0	5.4	+ 0.6	5.9	5.1	+ 0.8
Easy draw (7)						
Hard draw (1)	4.8	4.8	--	5.1	4.8	+ 0.3
Like package very much (7)						
Don't like the package (1)	5.3	5.4	- 0.1	5.2	5.5	+ 0.3
Does not leave mouth & throat dry (7)						
Leaves mouth & throat dry (1)	4.4	4.6	- 0.2	4.5	4.6	- 0.1
Slow burning (7)						
Fast burning (1)	3.7	3.9	- 0.2	3.8	4.0	- 0.2
Too much taste (7)						
No taste at all (1)	3.8	4.3	- 0.5	4.0	4.3	- 0.3
Good aroma (7)						
Bad aroma (1)	4.8	5.3	- 0.5	4.9	5.1	- 0.2
Good aftertaste (7)						
Bad aftertaste (1)	4.5	5.1	- 0.6	4.5	5.1	- 0.6
A rich tobacco taste (7)						
Not a rich tobacco taste (1)	4.1	5.1	- 1.0	4.3	5.1	- 0.8
High quality cigarette (7)						
Low quality cigarette (1)	4.6	5.8	- 1.2	4.7	5.6	- 0.9
Like filter very much (7)						
Don't like filter at all (1)	4.6	5.9	- 1.3	5.2	5.8	- 0.4
Not at all harsh to throat (7)						
Extremely harsh to throat (1)	4.6	5.9	- 1.3	5.0	5.9	- 0.9
Satisfying (7)						
Not satisfying (1)	4.4	6.0	- 1.6	4.5	5.9	- 0.6
Like the taste very much (7)						
Didn't like the taste (1)	3.9	6.1	- 2.2	4.2	6.1	- 1.9

TABLE 19

1002916948

MERIT ULTRA LIGHTS

AVERAGE RATINGS ON PRODUCT ATTRIBUTES
(Judgements After Trying Vs. Merit)

Among Other Low Tar Smokers

	Saw And Smoked Merit Ultra Lights With:					
	White Tip			Cork Tip		
	M.U.L. After Trying	M.U.L. vs. OLT		M.U.L. After Trying	M.U.L. vs. OLT	
Low in tar and nicotine (7)						
High in tar and nicotine (1)	6.0	5.0	+ 1.0	5.7	5.0	+ 0.7
Easy draw (7)						
Hard draw (1)	4.7	4.7	--	4.7	4.7	--
Does not leave mouth & throat dry (7)						
Leaves mouth & throat dry (1)	4.4	4.6	- 0.2	4.0	4.6	- 0.6
Slow burning (7)						
Fast burning (1)	3.7	4.0	- 0.3	3.7	3.8	- 0.1
Like package very much (7)						
Don't like the package (1)	4.9	5.2	- 0.3	4.9	5.3	- 0.4
Good aroma (7)						
Bad aroma (1)	4.7	5.1	- 0.4	4.7	5.0	- 0.3
Good aftertaste (7)						
Bad aftertaste (1)	4.2	4.8	- 0.6	4.1	5.0	- 0.9
Too much taste (7)						
No taste at all (1)	3.7	4.3	- 0.6	3.7	4.3	- 0.6
Not at all harsh to throat (7)						
Extremely harsh to throat (1)	4.6	5.7	- 1.1	4.5	5.6	- 1.1
A rich tobacco taste (7)						
Not a rich tobacco taste (1)	3.8	4.9	- 1.1	3.6	4.8	- 1.2
High quality cigarette (7)						
Low quality cigarette (1)	4.4	5.7	- 1.3	4.2	5.6	- 1.4
Like filter very much (7)						
Don't like filter at all (1)	4.4	5.9	- 1.5	4.3	5.9	- 1.6
Satisfying (7)						
Not satisfying (1)	3.9	6.0	- 2.1	3.8	5.8	- 2.0
Like the taste very much (7)						
Didn't like the taste (1)	3.6	5.9	- 2.3	3.3	5.9	- 2.6

TABLE 20

REASONS FOR LIKING MERIT ULTRA LIGHTS
(After Smoking)

	Smoked Merit Ultra Lights With:					
	White Tip			Cork Tip		
	All	Merit	OLT	All	Merit	OLT
N =	392	121	271	392	115	277
	%	%	%	%	%	%
<u>Taste Mentions (Net)</u>	33	36	32	33	44	29
Good taste	12	12	13	16	17	15
Good taste for a low tar/ light cigarette	8	11	7	6	10	5
A good tobacco taste	5	5	4	3	4	3
Mild taste/light taste	4	2	5	4	4	4
Not harsh tasting	3	5	2	6	8	5
No bad aftertaste	2	3	2	3	2	3
Tastes like regular Merits	1	3	--	1	4	--
<u>Product Quality Mentions (Net)</u>	30	28	31	24	24	23
Easy to draw	12	10	13	11	10	11
Satisfying	5	7	4	5	10	3
Doesn't irritate mouth/throat	4	5	4	3	3	3
Slow burning	3	3	4	4	2	5
Doesn't leave mouth/throat dry	2	2	2	1	2	1
<u>Tar/Nicotine Mentions (Net)</u>	26	30	24	31	37	29
Low tar and nicotine	21	29	17	25	24	25
Low tar	4	1	6	6	13	3
<u>Strength Mentions (Net)</u>	11	5	14	8	6	9
Mild/light	9	5	10	7	4	8
<u>Package Mentions (Net)</u>	9	12	9	8	5	9
Attractive package	5	7	4	5	5	9
Like colors of package	3	3	3	3	4	3
<u>Filter Mentions (Net)</u>	5	6	4	3	4	3
Liked the filter	4	4	4	2	4	2

FROM: What, if anything, did you like about the Merit Ultra Lights cigarettes?

TABLE 21

1002916950

REASONS FOR DISLIKING MERIT ULTRA LIGHTS
(After Smoking)

	Smoked Merit Ultra Lights With:					
	White Tip			Cork Tip		
	All N = 392 %	Merit 121 %	OLT 271 %	All 392 %	Merit 115 %	OLT 277 %
<u>Taste Mentions (Net)</u>	37	36	38	37	28	40
Weak tasting	9	10	8	8	10	7
Unpleasant aftertaste	6	4	7	6	5	7
Harsh tasting/strong tasting	4	4	4	9	5	11
Didn't like the taste	4	3	4	3	--	4
<u>Strength Mentions (Net)</u>	24	19	26	24	24	23
Too strong/harsh/stronger than regular brand	11	7	13	14	16	13
Too mild/too light	11	10	11	9	9	9
Harsh for a light/low tar cigarette	2	3	2	1	--	1
<u>Filter Mentions (Net)</u>	4	6	4	5	3	5
Dislike filter	2	2	2	--	--	--
<u>Miscellaneous</u>						
Burns too fast	13	16	12	13	16	12
Irritates throat/mouth	12	12	13	15	13	16
Hard to draw	8	9	7	7	5	8
Not satisfying	7	2	9	4	4	4
Made throat/mouth dry	4	5	4	5	4	5
Too short	3	6	2	3	4	3
Nothing disliked	23	21	24	21	30	18

FROM: What, if anything, did you dislike about the Merit Ultra Lights cigarettes?

TABLE 22

COMPARISON OF MERIT ULTRA LIGHTS VS. REGULAR BRAND
(After Smoking)

	White Tip			Cork Tip		
	All	Merit	OLT	All	Merit	OLT
	392	121	271	392	115	277
	%	%	%	%	%	%
<u>Merit Ultra Lights is:</u>						
A lot better	6	9	5	5	9	4
Somewhat better	13	17	11	11	22	7
About the same	24	20	26	26	29	25
Somewhat worse	36	38	35	33	26	37
A lot worse	21	16	23	24	14	28

FROM: All things considered, how would you say Merit Ultra Lights compared with your regular brand of cigarettes:

It is a lot better
It is somewhat better
It is about the same
It is somewhat worse
It is a lot worse

TABLE 23

REASONS FOR POSITIVE PREFERENCE
MERIT ULTRA LIGHTS VS. REGULAR BRAND

		Smoked Merit Ultra Lights With:					
		White Tip			Cork Tip		
		All	Merit	OLT	All	Merit	OLT
Base: Those who indicated Merit Ultra Lights was a lot better/somewhat better than their regular brand							
N =		74	32	42	63	35	28
		%	%	%	%	%	%
<u>Taste Mentions (Net)</u>		55	44	64	49	43	57
Good taste/more taste		30	13	43	33	20	50
Good taste for low tar cigarette		16	28	7	18	29	4
Like the light taste		10	3	14	2	3	--
No bad aftertaste		5	3	7	5	3	7
<u>Tar/Nicotine Mentions (Net)</u>		47	59	38	44	57	29
Like low tar and nicotine		26	31	21	24	26	21
Like low tar		14	13	14	8	9	7
Like Merits with low tar and nicotine		7	16	--	10	17	--
<u>Product Quality Mentions (Net)</u>		39	25	50	41	43	39
Satisfying/enjoyable		14	16	12	14	17	11
Easy draw		10	6	12	14	9	21
Easy on throat		10	--	17	13	17	7
<u>Strength Mentions (Net)</u>		20	13	26	11	3	21
Like mild cigarette/light		12	9	14	6	3	11
Not too strong/harsh		8	3	12	3	--	7

FROM: All things considered, how would you say Merit Ultra Lights compared with your regular brand of cigarettes?

It is a lot better
It is somewhat better
It is about the same
It is somewhat worse
It is a lot worse

Why do you say that? What else?

1002916953

TABLE 24

REASONS FOR NEGATIVE PREFERENCE
MERIT ULTRA LIGHTS VS. REGULAR BRAND

	Smoked Merit Ultra Lights With:					
	White Tip			Cork Tip		
	All	Merit	OLT	All	Merit	OLT
Base: Those who indicated Merit Ultra Lights was somewhat/a lot worse than their regular brand	222	65	157	224	46	178
	%	%	%	%	%	%
<u>Taste Mentions (Net)</u>	<u>59</u>	<u>59</u>	<u>59</u>	<u>53</u>	<u>48</u>	<u>54</u>
No taste/little taste/not enough taste	22	26	20	16	15	16
Don't like the taste/poor taste	13	11	14	18	15	19
Unpleasant aftertaste	9	6	10	8	2	10
Not enough tobacco taste	9	8	9	9	11	8
Too mild/too weak/too light tasting	4	6	3	5	4	6
Too strong/harsh taste	3	2	4	7	9	6
<u>Product Quality Mentions (Net)</u>	<u>46</u>	<u>43</u>	<u>47</u>	<u>55</u>	<u>63</u>	<u>53</u>
Irritating to throat/mouth	15	15	15	19	26	17
Not satisfying	12	8	13	15	15	15
Makes throat/mouth dry	8	8	8	9	11	8
Burns too fast	8	8	8	9	7	10
Hard to draw	8	8	8	5	4	5
Bad aroma	3	5	2	2	2	2
<u>Strength Mentions (Net)</u>	<u>28</u>	<u>25</u>	<u>29</u>	<u>22</u>	<u>9</u>	<u>26</u>
Too strong/too harsh	18	19	17	12	--	15
Too mild/light	10	6	12	10	9	11
<u>Tar And Nicotine Mentions (Net)</u>	<u>9</u>	<u>5</u>	<u>11</u>	<u>6</u>	<u>2</u>	<u>7</u>
Too high in tar and nicotine	5	2	6	4	--	5
Too low in tar and nicotine	4	3	5	1	2	1
<u>Miscellaneous</u>						
Used to my regular brand	9	6	10	9	11	8
Just didn't like it	4	2	5	6	7	6

FROM: All things considered, how would you say Merit Ultra Lights compared with your regular brand of cigarettes?

It is a lot better
It is somewhat better
It is about the same
It is somewhat worse
It is a lot worse

Why do you say that? Any other reasons?

TABLE 25

1002916954

SMOKING INTENTION FOR MERIT ULTRA LIGHTS
(After Smoking)

	Saw And Smoked Merit Ultra Lights With:					
	White Tip			Cork Tip		
	All	Merit	OLT	All	Merit	OLT
N =	392	121	271	392	115	277
	%	%	%	%	%	%
Definitely smoke them on a regular basis	10	17	7	9	19	5
Probably smoke them on a regular basis	28	30	27	29	37	26
Probably NOT smoke them on a regular basis	28	22	30	26	19	29
Definitely NOT smoke them on a regular basis	34	30	35	35	24	40

FROM: Now that you have tried Merit Ultra Lights would you: (READ CHOICES)

Definitely smoke them on a regular basis
 Probably smoke them on a regular basis
 Probably NOT smoke them on a regular basis
 Definitely NOT smoke them on a regular basis

(DON'T READ) Don't Know

1002916955

TABLE 26

REASONS FOR POSITIVE SMOKING INTENTION
TOWARD MERIT ULTRA LIGHTS
(After Smoking)

		Saw And Smoked Merit Ultra Lights With:					
		White Tip			Cork Tip		
		All	Merit	OLT	All	Merit	OLT
Base: Those who indicated either a definite or probable smoking intention toward Merit Ultra Lights							
	N =	149	57	92	150	65	85
		%	%	%	%	%	%
<u>Tar/Nicotine Mentions (Net)</u>		42	65	27	48	68	33
Low tar and nicotine		30	51	17	35	48	26
Low tar		10	10	10	13	20	7
<u>Taste Mentions (Net)</u>		29	26	30	32	35	29
Good taste/like the taste		9	2	13	13	14	13
Mild taste/light		7	4	9	3	2	4
Rich tobacco taste/good		6	4	8	3	3	4
Good taste for a low tar cigarette		6	10	3	4	--	7
<u>Product Quality Mentions (Net)</u>		15	21	12	21	11	29
Satisfying		9	10	9	8	6	9
Easy to draw		1	2	1	7	2	11
Like the filter		--	--	--	1	--	2
Light/Mild		7	2	11	7	3	9
<u>Miscellaneous</u>							
Similar to regular brand		9	9	9	5	2	8
Like them/enjoy them		6	4	8	7	5	8
If could not get my regular brand		6	4	8	7	5	8

FROM: Now that you have tried Merit Ultra Lights would you: (READ CHOICES)

Definitely smoke them on a regular basis
Probably smoke them on a regular basis
Probably NOT smoke them on a regular basis
Definitely NOT smoke them on a regular basis

(DON'T READ) Don't Know

Why did you say that?

Any other reason?

TABLE 27

1002916956

REASONS FOR NEGATIVE SMOKING INTENTION
TOWARD MERIT ULTRA LIGHTS
(After Smoking)

	Saw And Smoked Merit Ultra Lights With:					
	- White Tip -			- Cork Tip -		
	Smokers Of:			Smokers Of:		
	All	Merit	OLT	All	Merit	OLT
Base: Those who indicated either a probably not or a definitely not smoking intention toward Merit Ultra Lights						
N =	240	63	177	241	50	191
	%	%	%	%	%	%
<u>Taste Mentions (Net)</u>	38	40	37	34	32	34
Not enough taste/weak tasting	18	21	17	14	16	14
Bad aftertaste	8	2	10	6	--	7
Bad taste/didn't like the taste	6	10	4	6	6	6
Harsh/strong tasting	2	5	1	3	2	4
<u>Product Quality Mentions (Net)</u>	38	38	38	39	48	36
Irritates the throat	10	13	9	11	16	9
Not satisfying	10	11	9	11	14	10
Leaves mouth/throat dry	8	10	8	5	10	4
Burns too fast	5	8	4	7	6	7
Hard draw	4	--	5	2	2	3
<u>Strength Mentions (Net)</u>	17	19	16	19	22	18
Too strong/too harsh	10	13	9	11	10	12
Too mild/too light	6	6	6	8	10	7
Higher in Tar/Nicotine	6	5	6	4	--	6
<u>Miscellaneous</u>						
Satisfied with regular brand	19	13	21	22	18	23
Didn't enjoy them	4	3	4	8	4	8

FROM: Now that you have tried Merit Ultra Lights would you: (READ CHOICES)

Definitely smoke them on a regular basis
Probably smoke them on a regular basis
Probably NOT smoke them on a regular basis
Definitely NOT smoke them on a regular basis

(DON'T READ) Don't Know

Why did you say that?

Any other reasons?

TABLE 28

1002916957

MERIT ULTRA LIGHTS
ACCEPTANCE OF SALES OFFER
(After Smoking)

		Smoked Merit Ultra Lights With:					
		- White Tip -			- Cork Tip -		
		Smokers Of:			Smokers Of:		
		All	Merit	OLT	All	Merit	OLT
N =		392	121	271	392	115	277
		%	%	%	%	%	%
	Accepted	23	27	21	21	35	16
	Not Accepted	76	73	78	78	65	83
	No Answer	1	--	1	1	--	1

FROM: If I could offer you a full carton that is, 10 packs of Merit Ultra Lights at \$ _____ would you be interested in buying a carton?

Yes ()
No ()

TABLE 29

1002916958

MERIT ULTRA LIGHTS
REASON FOR NOT ACCEPTING SALES OFFER
(After Smoking)

Saw And Smoked Merit Ultra Lights With:

	- White Tip -			- Cork Tip -		
	All	Merit	OLT	All	Merit	OLT
N =	298	88	210	306	75	231
	%	%	%	%	%	%
<u>General Mentions</u>						
More expensive than own brand	30	38	26	25	32	23
Didn't like them	24	22	24	24	12	28
Prefer my regular brand	17	11	20	16	21	14
Don't buy cartons	8	8	8	11	11	11
<u>Taste Mentions (Net)</u>	16	23	14	13	16	12
Have no taste	3	4	2	5	3	6
Dislike the taste	8	10	7	3	4	2
Too mild tasting	2	3	1	2	4	2
<u>Product Qualities Mentions (Net)</u>	12	7	14	10	11	10
Burned/Irritated my throat	3	1	4	3	5	2
Not satisfying	2	--	3	2	--	2
<u>Strength Mentions (Net)</u>	7	4	8	8	4	10
Too strong/too harsh	3	3	3	5	3	5
Too mild	3	1	4	4	1	5

FROM: If I could offer you a full carton, that is, 10 packs of Merit Ultra Lights at \$ _____ would you be interested in buying a carton?

Yes ()
No ()

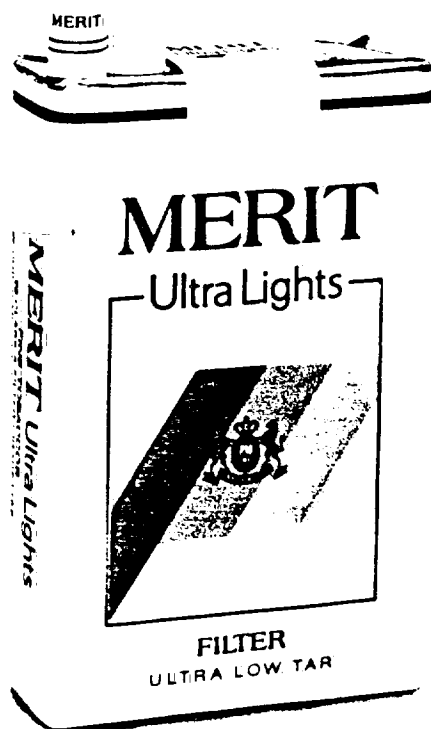
Why did you say that?

1002916959

TABLE 30

Important news for ultra low tar smokers.

Merit Adds New Merit Ultra Lights!



*Only
4 mg
tar
Regular &
Menthol.*

© Philip Morris Inc. 1980.

4 mg "tar," 0.4 mg nicotine av. per cigarette by FTC Method.

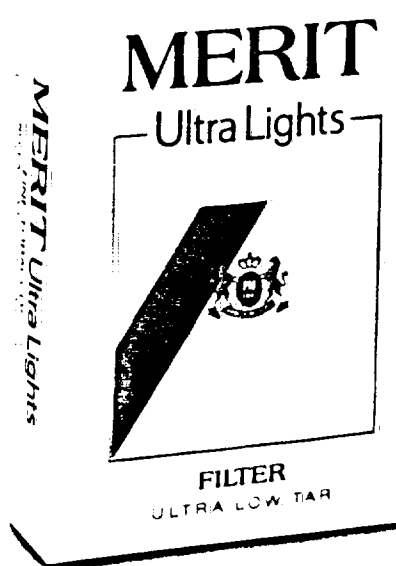
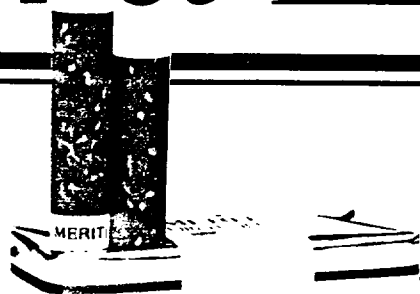
Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

MERIT
Ultra Lights

1002916960

Important news for ultra low tar smokers.

Merit Adds New Merit Ultra Lights!



*Only
4 mg
tar
Regular &
Menthol.*

© Philip Morris Inc. 1980

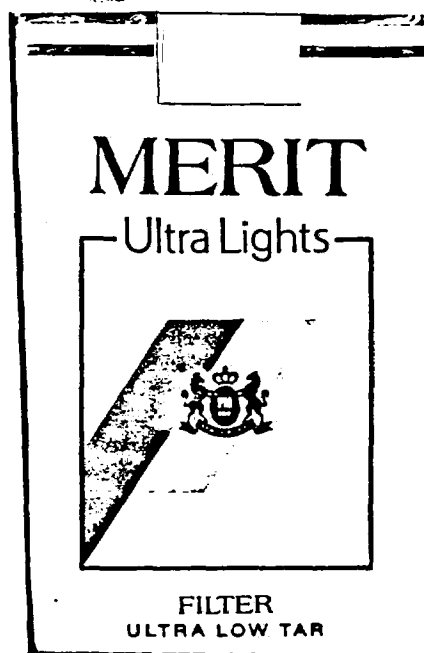
4 mg "tar," 0.4 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

MERIT
Ultra Lights

1002916961

EXHIBIT 3



1002916962

MERIT ULTRA LIGHTS
TRIAL CALCULATIONS

SAW MERIT ULTRA LIGHTS AD WITH
- WHITE TIP -

<u>Tested Among Smokers Of:</u>	<u>N</u>	<u>No. Picking 1st</u>	<u>% Picking First</u>	<u>Market Share*</u>	<u>Potential Trial**</u>	<u>% First Choice Weighted Total</u>
Merit King Non-Menthol	151	48	31.8	2.19	0.696	31.8
Low-Tar Kings Non-Menthol	345	6	1.7	15.33	0.261	1.7
Total	496	54		17.52	0.957	5.5

SAW MERIT ULTRA LIGHTS AD WITH
- CORK TIP -

<u>Tested Among Smokers Of:</u>	<u>N</u>	<u>No. Picking 1st</u>	<u>% Picking First</u>	<u>Market Share*</u>	<u>Potential Trial**</u>	<u>% First Choice Weighted Total</u>
Merit King Non-Menthol	147	34	23.1	2.19	0.506	23.1
Low-Tar Kings Non-Menthol	352	8	2.3	15.33	0.353	2.3
Total	499	42		17.52	0.859	4.9

* 2nd Quarter 1980, M.S.A.

** Potential Trial = "% Picking First" X "Market Share".

1002916963

MERIT ULTRA LIGHTS
(Display Shelf)

	CAMEL FILTER	CAMEL LIGHTS	CARLTON SOFT PACK	CARLTON BOX	CAMBRIDGE	L & M FILTER
	KENT FILTER	GOLDEN LIGHTS	KENT III	DORAL FILTER	DORAL II	TRUE BLUE
PARLIAMENT LIGHTS	MARLBORO RED	MARLBORO LIGHTS	MERIT FILTER	MERIT ULTRA LIGHTS	NOW SOFT PACK	NOW BOX
RALEIGH FILTER	RALEIGH LIGHTS	VANTAGE FILTER	VANTAGE ULTRA LIGHTS	TRIUMPH	VICEROY FILTER	VICEROY RICH LIGHTS
LARK FILTER	LARK LIGHTS	TAREYTON FILTER	TAREYTON LIGHTS	WINSTON RED	WINSTON LIGHTS	ANY OTHER KING SIZE BRAND

1002916964

Marlboro Lights



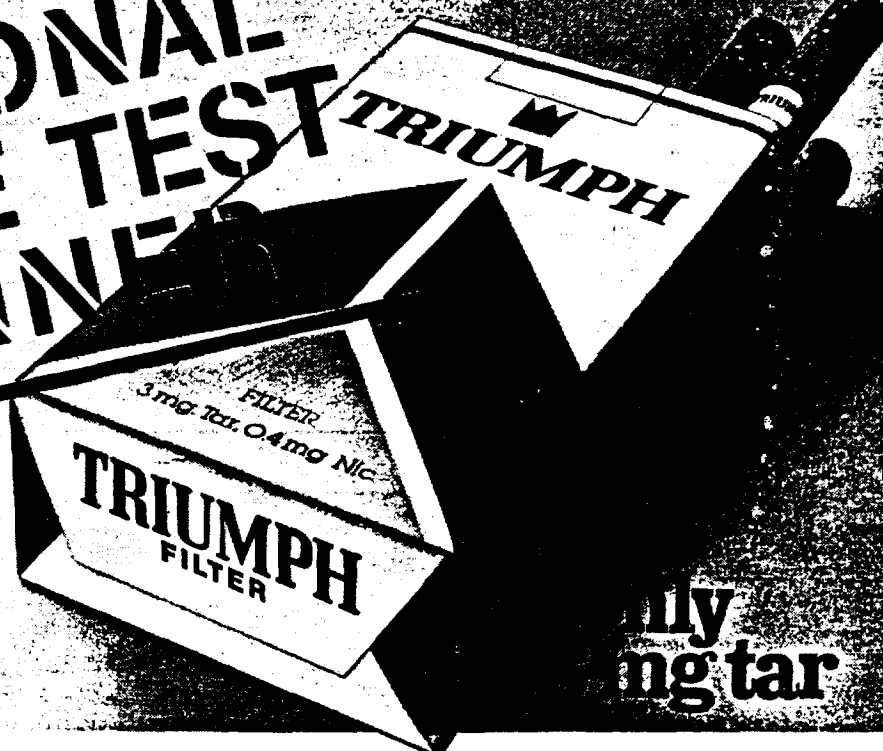
The spirit of Marlboro
in a low tar cigarette.

1002916965

12 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec. 79

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

**NATIONAL
TASTE TEST
WINNER**



TRIUMPH[®] BEATS VANTAGE!

**Triumph, at less than one-third the tar,
preferred over Vantage.**

In rating overall product preference, almost twice as many smokers independently chose Triumph over Vantage. In fact, an amazing 62% said 3 mg Triumph tastes as good or better than 11 mg Vantage.

Results showed that Triumph was also preferred over •14 mg Winston Lights •12 mg Marlboro Lights •8 mg Merit.

Now, test for yourself. Compare Triumph with any other so-called "low tar" or "light" cigarette. You'll taste why we named it Triumph.

National Taste Test results available free on request.
Write: National Taste Test, P.O. Box 2733, Hillside, New Jersey 07205.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



**Taste the UMPH! in Triumph
at only 3 mg tar.**

©Lorillard, U.S.A., 1980

3 mg. "tar," 0.4 mg. nicotine av. per cigarette, FTC Report Jan. 1980.

1002916966

Carlton is lowest.



Carlton Box—
lowest of all
brands.
Less than
0.01 mg. tar,
0.002 mg. nic.

Carlton 100's
Box—
lowest of all
100's.
1 mg. tar,
0.1 mg. nic.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Box: Less than 0.01 mg. "tar", 0.002 mg. nicotine; 100's Box: 1 mg. "tar", 0.1 mg. nicotine av. per cigarette by FTC method.
Soft Pack: 1 mg. "tar", 0.1 mg. nicotine; 100's Soft Pack: Less than 6 mg. "tar", 0.5 mg. nicotine av. per cigarette, FTC Report Dec. '79.

1002916967

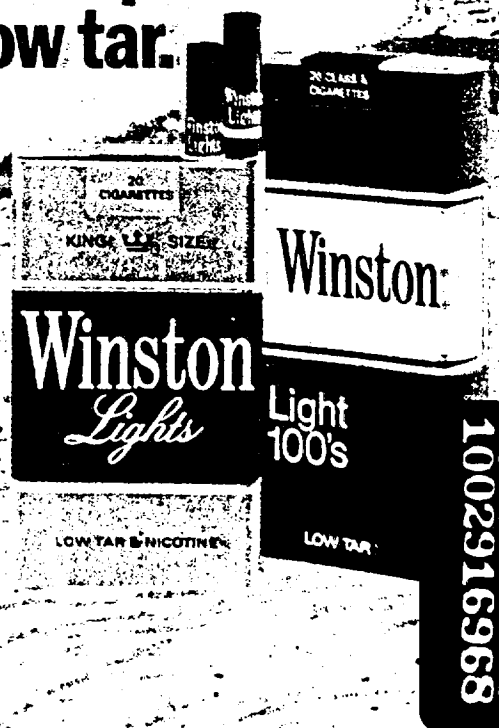


No compromise
Winston Lights didn't compromise
on great taste to get low tar.
Why should I?

Winston Lights taste good
like a light cigarette should.

LIGHTS: 13 mg. "tar", 0.9 mg. nicotine, LIGHT 100's: 13 mg. "tar",
1.0 mg. nicotine, av. per cigarette, FTC Report MAY '78.

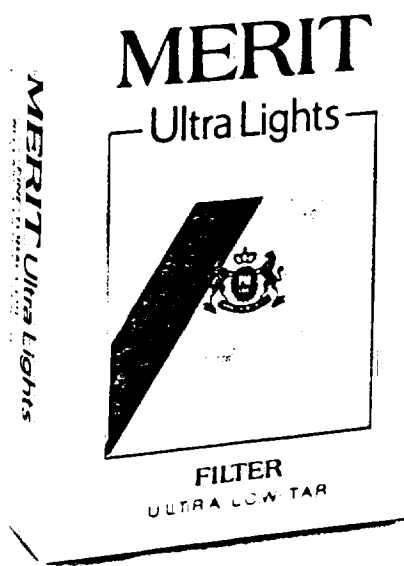
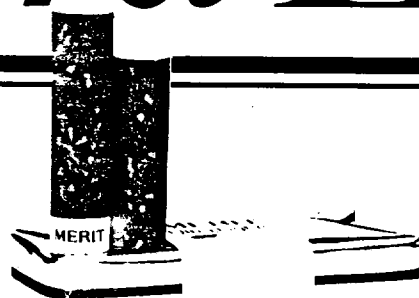
Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



© 1979 R. J. Reynolds Tobacco Co.

Important news for ultra low tar smokers.

Merit Adds New Merit Ultra Lights!



*Only
4 mg
tar
Regular &
Menthol.*

© Philip Morris Inc. 1980

4 mg "tar," 0.4 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

MERIT
Ultra Lights

1002916969

Important news for ultra low tar smokers.

Merit Adds New Merit Ultra Lights!



*Only
4 mg
tar
Regular &
Menthol.*

© Philip Morris Inc. 1980

4 mg "tar," 0.4 mg nicotine av. per cigarette by FTC Method.

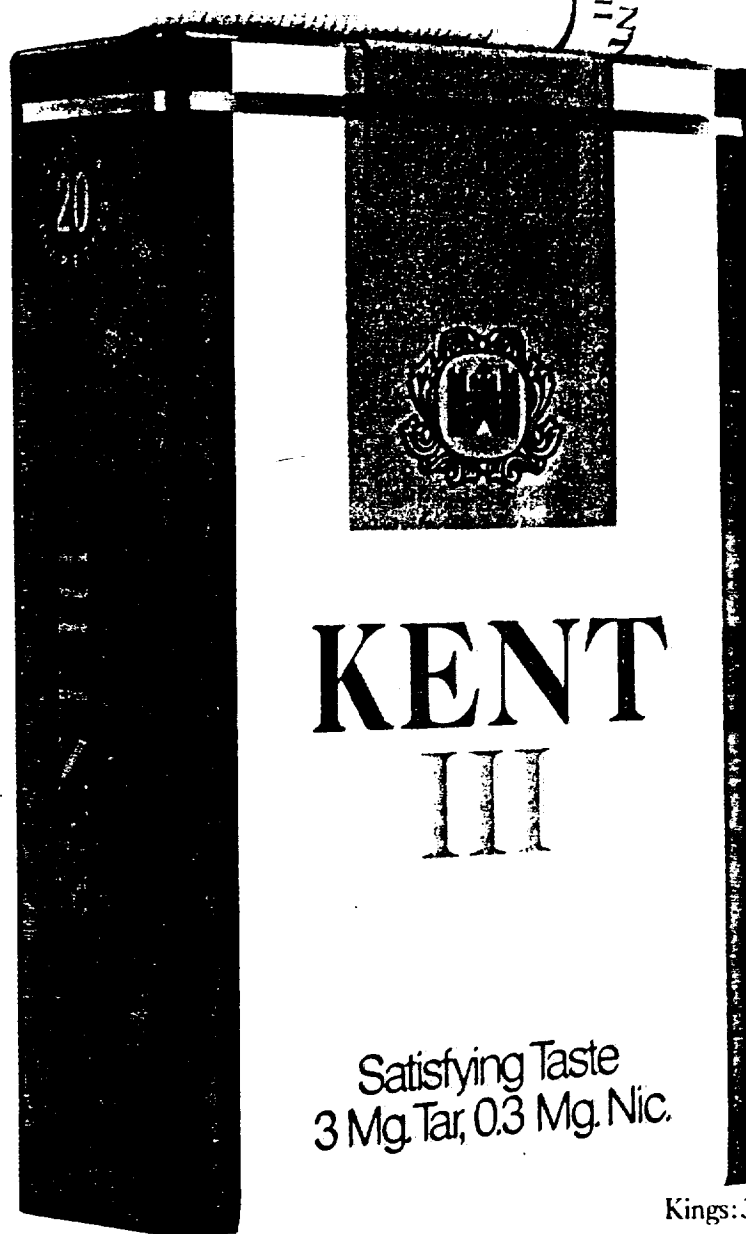
Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

MERIT
Ultra Lights

1002916970

Kent III taste. Experience it!

Astonishing taste.
Low, low tar.
Come experience it!



Satisfying Taste
3 Mg. Tar, 0.3 Mg. Nic.

Kings: 3 mg tar. 100s: 5 mg tar.

1002916971

3 mg. "tar," 0.3 mg. nicotine av. per cigarette, FTC Report Jan. 1980.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

VANTAGE ULTRA LIGHTS

ULTRA TASTE!
ONLY ONE ULTRA LOW TAR HAS IT.



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

6 mg. "tar", 0.6 mg.
nicotine av. per cigarette
by FTC method.

1002916972

© 1994 B&W T Co. 1002916972



TRUE ONLY 5 MG TAR

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

5 mg. "tar", 0.4 mg. nicotine av. per cigarette, FTC Report Jan. 1980.

1002916973

Fr

O'BRIEN-SHERWOOD ASSOCIATES INC.
57-16 WOODSIDE AVENUE
WOODSIDE, NEW YORK 11377

CIGARETTE SALES SIMULATION TEST

EF-7

CHICAGO 4-1

NEW JERSEY -2

PHOENIX -3

SCREENING PAGE

Good morning/afternoon/evening. My name is _____
from _____ Research Co. We're talking to people about their
opinions about certain products, and I'd like to ask you a few questions.

(IF NOT SELF-EVIDENT, ASK:)

1. Are you 18 or over?

Yes _____ (ASK Q. 2)

No _____ (THANK AND TERMINATE)

2. In the past week or two, have you spent any time looking through or reading a magazine or newspaper at home?

Yes _____ (ASK Q. 3)

No _____ (THANK AND TERMINATE)

3. Do you smoke filter cigarettes?

Yes _____ (ASK Q. 4)

No _____ (THANK AND TERMINATE)

4. Do you usually smoke King-Size cigarettes or longer than King-size, that is the 100 millimeter or 120 millimeter size?

King-size () (ASK Q. 5) Longer () (THANK AND TERMINATE)

5. Do you usually smoke a Menthol _____ (GO TO BACK SIDE OF SCREENER) or a Non-Menthol cigarette _____ (ASK Q. 6)

6. What is your regular brand of cigarettes, the brand you smoke most often?
(RECORD BELOW) (SHOW BRAND LIST TO DETERMINE WHICH VERSION, AND LETTERS)

Full Name: _____ Letters: _____

5-
6-
7-

(RECORD FULL NAME AND LETTERS FROM BRAND LIST)

NOTE: IF BRAND HAS NO LETTERS NEXT TO IT, THANK AND TERMINATE

TELL RESPONDENT THAT WE HAVE SOME ADS WE'D LIKE HIM/HER
TO LOOK AT AND INVITE INTO INTERVIEW ROOM

1002916974

Ment ultra lights

	Camel Filter	Camel Lights	Carlton Soft Pack	Carlton Box	Cambridge 1002916975	L+M Filter
	Kent Filter	Golden Lights	Kent 111	Doral Filter	Doral 11	True Blue
Parliament Lights	Marlboro Red	Marlboro Lights	Ment Filter	Ment Ultra Lights	Norw Soft Pack	Norw Box
Raleigh Filter	Raleigh Lights	Vantage Filter	Vantage Ultra Lights	Triumph	Viceroy Filter	Viceroy Rich Light
Sorla Filter	Sorla Lights	Tareyton Filter	Tareyton Lights	Winston Red	Winston Lights	Any other King Size Brand

(NOW IN INTERVIEW ROOM)

7. How long have you been smoking (BRAND IN Q. 6)? (DO NOT READ LIST)

3 months or less	_____	8-1	12 months, (about) 1 year	_____	-4
4 - 6 months	_____	-2	Over 1 year to 2 years	_____	-5
7 - 11 months	_____	-3	Over 2 years	_____	-6

8. HAND QUESTIONNAIRE AND PENCIL TO RESPONDENT AND READ CARD "8"										
COL. NO.		Definitely Not Interested In Smoking					Definitely Interested In Smoking		Do not know enough to make a decision	
9-	Camel Lights	1	2	3	4	5	6	7		X
10-	Carlton	1	2	3	4	5	6	7		X
11-	Golden Lights	1	2	3	4	5	6	7		X
12-	Kent III	1	2	3	4	5	6	7		X
13-	Marlboro	1	2	3	4	5	6	7		X
14-	Marlboro Lights	1	2	3	4	5	6	7		X
15-	Merit	1	2	3	4	5	6	7		X
16-	Now	1	2	3	4	5	6	7		X
17-	Parliament Lights	1	2	3	4	5	6	7		X
18-	Triumph.	1	2	3	4	5	6	7		X
19-	True	1	2	3	4	5	6	7		X
20-	Vantage	1	2	3	4	5	6	7		X
21-	Vantage Ultra Lights	1	2	3	4	5	6	7		X
22-	Winston	1	2	3	4	5	6	7		X
23-	Winston Lights	1	2	3	4	5	6	7		X

1002916976

HAND RESPONDENT PORTFOLIO

READ

Would you look at each ad for as long as you like, and then go on to the next ad. Then I'll ask you a couple of questions about the ads.

(WHEN RESPONDENT HAS FINISHED, TAKE BACK THE PORTFOLIO)

9. Which brands do you remember seeing ads for? (PROBE: What others do you remember seeing?)
(RECORD VERBATIM RESPONSE - DO NOT PROBE FOR FULL NAME)

_____	_____	24-
_____	_____	25-
_____	_____	
_____	_____	

Let's turn back to one of these ads again.

(TURN TO AD FOR KENT II. LET RESPONDENT LOOK AT IT DURING Q. 10)

10. In your own words, what do you think is the main idea this ad is trying to get across about Kent Three. (PROBE) And what else? (NO FURTHER PROBE NEEDED)

_____	26-
_____	27-
_____	28-

(NOW TURN TO AD FOR MERIT ULTRA LIGHTS. LET
RESPONDENT LOOK AT IT DURING Q. 11)

11. Again in your own words, what do you think is the main idea this ad is trying to get across about Merit Ultra Lights? (PROBE) And what else? (NO FURTHER PROBE NEEDED)

_____	29-
_____	30-
_____	31-

(NOW TURN TO AD FOR WINSTON LIGHTS. LET
RESPONDENT LOOK AT IT DURING Q. 12)

12. And again, in your own words, what do you think is the main idea this ad is trying to get across about Winston Lights. (PROBE) And what else? (NO FURTHER PROBE NEEDED)

_____	32-
_____	33-
_____	34-

(TAKE BACK THE PORTFOLIO AND PUT IT AWAY)

(GO WITH RESPONDENT TO PLACE WHERE SHELF IS SET UP
REMOVE COVER FROM IN FRONT OF SHELF)

1002916977

13. Now, here are some shelves with a variety of cigarette packs. As a way of saying "thank you for your cooperation", I'd like to give you a coupon which you could use in any store, worth 25c off the price of any brand you see here. Which one brand would you like?

Full Name of Brand Selected _____ 35- 36-

(REMOVE THAT BRAND FROM THE SHELF AND CONTINUE WITH Q. 14)

IF RESPONDENT ASKS FOR "ANY OTHER KING-SIZE BRAND" (i.e. any other brand not on the shelf) RECORD EXACT NAME OF BRAND SELECTED ON LINE ABOVE.

14. Now I can also offer you another 25c coupon that you can use for any other brand that you see here. Which one would you like? (GET EXACT BRAND NAME AGAIN. RECORD BELOW. DO NOT REMOVE THIS PACK)

Full Name of Brand Selected _____ 37- 38-

(Replace pack removed during Q. 13 and replace cardboard)

(RETURN TO INTERVIEW ROOM)

15. Now just a few questions about one of the brands. (IF MERIT ULTRA LIGHTS WAS CHOSEN AS ONE OF THE BRANDS IN Q. 13 OR IN Q. 14, ASK Q. 16. IF IT WAS NOT CHOSEN, SKIP TO Q. 17).

IF MERIT ULTRA LIGHTS WAS CHOSEN

16. I notice that one of the brands you said you'd like to buy was Merit Ultra Lights. What is there about the brand that makes you want to buy it? (PROBE) Anything else?

(SKIP TO Q. 18)

IF MERIT ULTRA LIGHTS WAS NOT CHOSEN

17. I notice that you didn't mention Merit Ultra Lights as one of the brands you'd want to buy. What is there about the brand that caused you not to select it? (PROBE) Anything else?

HAND QUESTIONNAIRE AND PENCIL TO RESPONDENT
AND READ CARD "18"

1002916978

18. Regular Brand: _____

(From Q. 6.)

COL.
NO.

- | | | | | | | | | | |
|-----|--|---|---|---|---|---|---|---|---|
| 45- | It has no taste at all | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ... It has too much taste |
| 46- | It's fast burning | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ... It's slow burning |
| 47- | It has an easy draw | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ... It has a hard draw |
| 48- | I don't like the taste
at all | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ... I like the taste very much |
| 49- | I don't like the filter
at all | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ... I like the filter very much |
| 50- | It has a bad aroma | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ... It has a good aroma |
| 51- | It's not satisfying | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ... It's satisfying |
| 52- | It's extremely harsh to my
mouth and throat . . . | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ... It's not at all harsh to my
mouth and throat |
| 53- | I don't like the package
at all | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ... I like the package very much |
| 54- | It has a bad aftertaste . . . | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ... It has a good aftertaste |
| 55- | It's low in tar and
nicotine | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ... It's high in tar and nicotine |
| 56- | It does not leave my mouth
and throat dry | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ... It leaves my mouth and
throat dry |
| 57- | It does not have a rich
tobacco taste | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ... It has a rich tobacco taste |
| 58- | It's a low quality
cigarette | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ... It's a high quality cigarette |

1002916979

19. Based on everything you know about it, what do you think Merit Ultra Lights would be like? Please circle the number on each line that shows how you feel about Merit Ultra Lights.

COL.
NO.

- | | | | | | | | | |
|-----|--|---|---|---|---|---|---|---|
| 59- | It would have no taste at all . . . | 1 | 2 | 3 | 4 | 5 | 6 | 7..It would have too much taste |
| 60- | It would be fast burning . . . | 1 | 2 | 3 | 4 | 5 | 6 | 7..It would be slow burning |
| 61- | It would have an easy draw . . . | 1 | 2 | 3 | 4 | 5 | 6 | 7..It would have a hard draw |
| 62- | I would not like the taste
at all . . . | 1 | 2 | 3 | 4 | 5 | 6 | 7..I would like the taste
very much |
| 63- | I would not like the filter
at all . . . | 1 | 2 | 3 | 4 | 5 | 6 | 7..I would like the filter
very much |
| 64- | It would have a bad aroma. . . | 1 | 2 | 3 | 4 | 5 | 6 | 7..It would have a good aroma |
| 65- | It would not be satisfying . . . | 1 | 2 | 3 | 4 | 5 | 6 | 7..It would be satisfying |
| 66- | It would be extremely harsh to
my mouth and throat. . . | 1 | 2 | 3 | 4 | 5 | 6 | 7..It would not be at all harsh
to my mouth and throat |
| 67- | I would not like the package
at all . . . | 1 | 2 | 3 | 4 | 5 | 6 | 7.. I would like the package
very much |
| 68- | It would have a bad
aftertaste . . . | 1 | 2 | 3 | 4 | 5 | 6 | 7..it would have a good
aftertaste |
| 69- | It would be low in tar
and nicotine . . . | 1 | 2 | 3 | 4 | 5 | 6 | 7..It would be high in tar
and nicotine |
| 70- | It would not leave my mouth
and throat dry . . . | 1 | 2 | 3 | 4 | 5 | 6 | 7..It would leave my mouth and
throat dry |
| 71- | It would not have a rich
tobacco taste . . . | 1 | 2 | 3 | 4 | 5 | 6 | 7.. It would have a rich tobac
taste |
| 72- | It would be a low quality
cigarette . . . | 1 | 2 | 3 | 4 | 5 | 6 | 7.. It would be a high quality
cigarette |

1002916980

20 How likely would you be to switch to a cigarette with less tar than the one you are currently smoking? (READ CHOICES)

Very likely () 73-1
Possibly () -2
Not at all likely () -3

(DON'T READ) → (I'm already smoking the lowest () -4
(Don't know () -5

20a. (ASK ONLY IF RESPONDENT DOES NOT SMOKE MERIT MOST OFTEN (Q. 6))

Have you ever smoked at least a pack of Merit cigarettes?

YES ___ 74-1 NO ___ -2

21. What was the last grade of school you completed? (DO NOT READ)

Less than High School () 75-1 Some College () -4
Some High School () -2 College Graduate or more () -5
High School Graduate () -3

22. And are you between 18 - 34 () 76-1 or 35 & Up () -2

(IF RESPONDENT REFUSES TO ANSWER, ESTIMATE AGE AND "X" ABOVE)

23. One last thing, I can give you two packs of Merit Ultra Lights cigarettes for free -- for you to try them out at your convenience. But in return I would like to call you, in a couple of days, to see what you think about them. Are you willing to do this?

No ___ 76-X (ASK Q. 24)

Yes ___ -Y GIVE RESPONDENT A CARTON OF MERIT ULTRA LIGHTS WITH REPORT FORM AND COMPLETE Q. 25, 26, 27, and 28.

24. Would you mind telling me why not?

77.

(SKIP TO Q. 26)

25. ASK. When do you think you will have finished both packs so we can telephone you to see what you thought of them?

What day and time would be convenient?

DAY AND DATE

TIME

(IF MORE THAN 10 DAYS, THANK AND TERMINATE)

26. BY OBSERVATION: Male ___ 78-1 Female ___ -2

27. BY OBSERVATION: White ___ 78-5 Black ___ -6 Other (INDICATE) _____ -7

OBTAIN FULL NAME AND ADDRESS INCLUDING TELEPHONE NUMBER. PLEASE ASK FOR IDENTIFICATION TO CONFIRM NAME AND ADDRESS. IF NO TELEPHONE NUMBER, DO NOT GIVE PACKS.

28. NAME: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP CODE: _____
PHONE NO. _____ (IF REFUSED OR "NONE" DO NOT GIVE PACKS)
(INCLUDE AREA CODE)
VALIDATOR: _____ VAL. NO. _____

1002916981

REMEMBER

FINALLY, READ THE FOLLOWING: "I said I would give you two coupons worth 25¢ each for the two brands you chose off the shelf. As a matter of fact, rather than the coupons, I'd like to give you fifty cents in cash." (DO SO. EXPLAIN IF NECESSARY CASH IS MORE CONVENIENT.)

THANK AND TERMINATE

79-
80-

FC

O'BRIEN-SHERWOOD ASSOCIATES INC.
57-16 WOODSIDE AVENUE
WOODSIDE, NEW YORK 11377

CIGARETTE SALES SIMULATION TEST
TELEPHONE CALLBACK INTERVIEW -EF-7

CHICAGO _____ 4-1
NEW JERSEY _____ -2
PHOENIX _____ -3

CALLBACK AT (DAY) _____ (TIME) _____

NAME: _____ TELEPHONE NO. _____

May I speak to (NAME OF PERSON)? I'm calling to find out what you thought of the Merit Ultra Lights cigarettes we gave you at the _____ Mall the other day.

(IF RESPONDENT NOT AVAILABLE, MAKE CALLBACK ARRANGEMENT. SHOW NEW TIME ABOVE).
(IF RESPONDENT AVAILABLE - REINTRODUCE YOURSELF)

1. Did you smoke the Merit Ultra Lights cigarettes?

Yes () How many cigarettes or packs of Merit Ultra Lights have you smoked?

_____ Packs 5-

_____ Cigarettes 6-

IF "NONE" MAKE A CALLBACK ARRANGEMENT

READ TO EVERYONE

With the cigarettes, we gave you a short report form to complete. Would you please get the form and bring it to the phone?

IF RESPONDENT HAS REPORT FORM AVAILABLE CONTINUE WITH THIS FORM. IF RESPONDENT DOES NOT HAVE REPORT FORM AVAILABLE SWITCH TO GRAY QUESTIONNAIRE. (BE SURE TO TRANSFER ALL INFORMATION ABOVE TO GRAY QUESTIONNAIRE).

2. Would you please tell me which box you checked for -

A. How Much Taste? 7-

1

2

3

4

5

6

7

No
Taste
At All

Too
Much
Taste

B. How Did You Like
The Taste? 8-

1

2

3

4

5

6

7

Didn't
Like
It At
All

Liked It
Very
Much

C. Was It Harsh To
Your Mouth and
Throat? 9-

1

2

3

4

5

6

7

Extremely
Harsh

Not At
All
Harsh

D. How Did You Like
The Filter? 10-

1

2

3

4

5

6

7

Didn't
Like
It At
All

Liked
It Very
Much

1002916982

E. How Did You Like
The Package? 11-

1	2
Didn't Like It At All	

3

4

5

6

7

Liked It
Very Much

F. Overall...How
Did You Like
The Cigarettes? 12-

1

2

3

4

5

6

7

Didn't
Like
Them
At All

Liked
Them
Very Much

2G. (If box 1 or 2 is answered in Q. 2D., ask:) What didn't you like about the Merit
Ultra Lights filter?

13-

14-

2H. (If box 1 or 2 is answered in Q. 2E., ask:) What didn't you like about the Merit
Ultra Lights package?

15-

16-

3. What, if anything, did you dislike about the Merit Ultra Lights cigarettes?

17-

18-

19-

4. What, if anything, did you like about the Merit Ultra Lights cigarettes?

20-

21-

22-

1002916983

5. Now I would like you to tell me the number that you circled for each of the following Merit Ultra Lights characteristics:

READ THE LETTER AND LEFT-HAND PHRASE AND CIRCLE APPROPRIATE NUMBER

Col.
No.

- | | | | | | | | | | | |
|-----|----|--|---|---|---|---|---|---|---|--------------------------------------|
| 23- | A. | It's fast burning. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | It's slow burning |
| 24- | B. | It has an easy draw. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | It has a hard draw |
| 25- | C. | It has a bad aroma | 1 | 2 | 3 | 4 | 5 | 6 | 7 | It has a good aroma |
| 26- | D. | It's not satisfying. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | It's satisfying |
| 27- | E. | It has a bad aftertaste. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | It has a good aftertaste |
| 28- | F. | It's low in tar and
nicotine | 1 | 2 | 3 | 4 | 5 | 6 | 7 | It's high in tar and
nicotine |
| 29- | G. | It does not leave my mouth
and throat dry | 1 | 2 | 3 | 4 | 5 | 6 | 7 | It leaves my mouth and
throat dry |
| 30- | H. | It does not have a rich
tobacco taste | 1 | 2 | 3 | 4 | 5 | 6 | 7 | It has a rich tobacco taste |
| 31- | I. | It's a low quality
cigarette. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | It's a high quality
cigarette |

6. All things considered, how would you say Merit Ultra Lights compared with your regular brand of cigarettes: (READ CHOICES)

It is a lot better. () 32-1
 It is somewhat better. () -2
 It is about the same. () -3
 It is somewhat worse. () -4
 It is a lot worse. () -5

(DON'T READ)→Don't know. () -6

7. Why do you say that? _____ 33-
 _____ 34-
 _____ 35-

What else? _____

8. Now that you have tried Merit Ultra Lights would you: (READ CHOICES)

Definitely smoke them on a regular basis. () 36-1
 Probably smoke them on a regular basis. () -2
 Probably NOT smoke them on a regular basis. () -3
 Definitely NOT smoke them on a regular basis. () -4

(DON'T READ)→Don't know. () -5

Why did you say that? (PROBE) _____ 37-
 _____ 38-
 _____ 39-

Any other reason? _____

1002916984

9. If I could offer you a full carton, that is, 10 packs of Merit Ultra Lights cigarettes at \$ _____ would you be interested in buying a carton?

Yes () 40-1 → (THANK AND END)
No () -2 → (ASK Q. 10)

10. Why did you say that? _____ 41-
_____ 42-
_____ 43-

THANK AND END

1002916985